

Building Epic Brands

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A 3-Day Immersive Program by global brand expert Saurabh Uboweja designed to help you build your unique brand map, so you can navigate business decisions with clarity, coherence, and a brand-first mindset.



Join an exclusive 3-day immersive learning experience designed for ambitious brand builders

This program delivers practical skills, global certifications, and long-term peer connections.
(Limited to 25 Participants Only in Each Cohort)

What's Included

- ✓ 3 full days of immersive training by Saurabh, creator of EBM™
- ✓ CPD UK Accredited Certificate upon successful completion
- ✓ Full waiver of the USD 180 EBM-F Certification fee
- ✓ All learning materials, workbooks, exclusive signed hardcover book by Saurabh on Building Epic Brands
- ✓ Brand Map assessments and feedback
- ✓ Networking opportunities with top-tier peers
- ✓ Venue, lunches and coffee breaks on all 3 days
- ✓ Access to exclusive community of Certified Brand Map Experts



A Glimpse of the Certifications



New Cohorts. New Brands. Same Epic Journey.

Location	Dates	Standard Fee	Early Bird Fee	Early Bird Deadline
New Delhi, India	21- 23 July 2025	₹59,990	₹49,990	27 June 2025
Mumbai, India	18- 20 August 2025	₹59,990	₹49,990	15 July 2025
Dubai, UAE	19- 21 Sept 2025	AED 3,500	AED 3,000	15 July 2025

Co-founders or core team members accompanying the primary attendee will receive a 50% discount. However, please note that only one EPIC Brand Map™ will be developed per organization/brand/team as part of the learning experience.

With global certifications, expert training, practical outcomes, and valuable community access, this program delivers unmatched ROI for practitioners and founders looking to learn what it takes to build EPIC brands.



Endorsed by
Leading Minds
in Strategy &
Brand Thinking





“

The EPIC Brand Map is one of the most structured and practical frameworks I've seen for anyone serious about building a brand. It forces clarity at every step - from insights to positioning to execution, making it a powerful starting point for entrepreneurs, marketers, and consultants alike. In a landscape full of jargon and fluff, this stands out as a tool that actually helps you think and act strategically

Prof. Ajay Kohli

Gary T. and Elizabeth R. Jones Chair, Georgia Tech
Co-author of Market Orientation



“

Building Epic Brands is the definitive guide for anyone looking to create, transform, or elevate a brand with purpose, clarity, and impact. Saurabh shows you how to build brands that don't just stand out - but stand the test of time.

Ankur Warikoo

Founder, nearbuy.com

Entrepreneur, angel investor, mentor and public speaker





“

Saurabh Uboweja has worked with me on multiple strategic projects, and, in every collaboration, his commitment to excellence has stood out. He offers sharp solutions and delivers impactful work making him a dependable and trusted advisor and expert in strategy. I recommend Saurabh to anyone who is looking to create and transform their brand.

Pramath Raj Sinha

Founder and Trustee, Ashoka University

Founding Dean, ISB

President upGrad



Introducing the Epic Brand Institute

The Epic Brand Institute is a global authority on brand strategy education and certification.

It exists to raise the standard of brand thinking through a structured, principle-driven framework, the EPIC Brand Map™, used by practitioners and founders to build brands that scale with meaning and clarity.

We certify people who want to build better brands. Period.



EPIC
BRAND
INSTITUTE

CERTIFYING EXCELLENCE
IN BRAND THINKING

The EPIC Brand Map™

Structure Meets Emotion

Used by hundreds of brand builders, it is fast becoming the gold standard for clarity-led brand building.

- E** Evocative (emotionally resonant)
- P** Precise (strategically focused)
- I** Insight-Driven (rooted in truth)
- C** Clear (easy to act on)



Your path to becoming EPIC starts here!

The Building Epic Brands course is a flagship 3-day program that introduces the EPIC Brand Map™ in a hands-on, practical way

It's the first step toward becoming a certified brand practitioner with the Epic Brand Institute.

Includes:

1

Building Epic Brands
Handbook

2

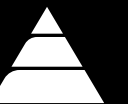
Real-Time Learning as You
Build Your Own Unique
EPIC Brand Map™

3

EBM-F Certification
(Foundation Level)



**“This isn’t theory passed down.
It is wisdom delivered firsthand,
by the strategist who’s done it
hundreds of times.”**



Learn from the creator himself

Saurabh Uboweja,
Your Lead Trainer

Saurabh Uboweja is a globally recognized brand expert with extensive experience in transforming businesses through strategic brand development.

As the Founder & Managing Partner of BOD Consulting, he has led over 300 brand creation and transformation projects across geographies, working with founders and CXOs to create purpose-driven brand systems.

His expertise spans multiple industries including technology, healthcare, education, and consumer goods, making him uniquely qualified to guide businesses of all types and all sizes in creating and implementing their unique EPIC Brand Map™, a powerful framework he created and iterated extensively before documenting it in 2019 as a highly effective implementation friendly framework.



Saurabh's Expertise and Recognition

18+

Years Experience

Leading brand development projects globally

300+

Brand Projects

Successfully completed across industries

25+

Countries

Global reach of brand consulting work

- ▲ **Global Brand Expert:** Saurabh Uboweja is the Founder & Managing Partner of BOD Consulting, with 18+ years of experience leading 300+ brand transformation projects across 25+ countries. He trains, coaches and consults brand leaders in leveraging the power of EPIC Brand Map™.
- ▲ **Strategic Expertise:** He empowers founders and CXOs with purpose-driven brand strategies across industries like technology, healthcare, education, and consumer goods.
- ▲ **Global Recognition:** Recognized among the 50 Most Influential Strategy Leaders and awarded the Idea of the Future at the World Communication Forum, Davos.
- ▲ **Beyond Consulting:** A TEDx speaker, adjunct faculty at EU Business School and Indian Institute of Management, and advisor/investor in innovative ventures.
- ▲ **Visionary Approach:** Combines insight, design thinking, and strategic foresight to build culturally resonant and scalable brands that create enduring impact.



Saurabh has helped shape the future of hundreds of bold, impactful brands and businesses using the EPIC Brand Map™

Walmart

BYJU'S
The Learning App

telenor

ReNew

EXCITEL

TATA

Gyan

mapic
INDIA

Sun
Life Financial

TIMES
INTERNET

RIVIGO

NOKIA

Coca-Cola

amazon

Ministry of Culture
Government of India

UltraTech
CEMENT

NASSCOM®

CENTRAL SQUARE
FOUNDATION

Medtronic

ICICI Bank

inMOBI

ashoka
UNIVERSITY

SHIV NADAR
FOUNDATION

[H] HARAPPA

Reliance
Industries Limited

Tech
Mahindra

fnp

iMPRESARIO
HANDMADE RESTAURANTS

Pradhanmantri
Sangrahalaya

Classplus

HarvestPlus
Better Crops • Better Nutrition

HCL

nasscom

NOKIA

newgen

BI
WORLDWIDE

Globally Recognized CPD Accreditation

Epic Brand Institute and the Building Epic Brands program are CPD Accredited.

CPD is recognized across industries and professions as a mark of high-quality, structured learning.

Participants will receive a formal CPD UK Accredited Certificate along with their EBM-F Certification.



THE CPD STANDARDS OFFICE

CPD PROVIDER: 22949

2025-2027

www.cpdstandards.com



About the Program

This 3-day immersive program is for brand-builders, including strategists, consultants, brand & marketing professionals, creative professionals and founders across industries. At its core is the **EPIC Brand Map™**, a cohesive and trusted system that helps you create a clear and implementation friendly one-snapshot view of your brand.

Discover how to strategically map your brand across its core elements: defining your strategy, unlocking value creators, establishing guiding pillars, shaping a powerful identity, and crafting unforgettable brand experiences.

Just as every explorer relies on a map to reach the summit, every brand needs a clear and tested roadmap to navigate its journey. This program helps you become the **cartographer of your own brand**, equipping you with the clarity, structure, and tools to make confident decisions and lead with purpose.

By the end of the program, you'll walk away with:

- 1 Strategic clarity for your brand, anchored in EPIC Principles (Evocative, Precise, Insights-driven and Clear).
- 2 A high-impact, professional Brand Map that defines all the essential brand elements, providing a comprehensive blueprint for implementation.
- 3 Essential tools to build and roll-out an iconic, purpose-driven brand.

Completion of the Building Epic Brands program grants the EPIC Brand Map™ Foundation Certification (EBM-F), affirming your grounding in strategic brand mapping using the EPIC framework.



Who is it for?

Ideal for:

- ✓ Founders & business leaders scaling their business and needing brand clarity
- ✓ Marketing and brand managers in growth-stage companies
- ✓ Independent consultants, creatives or agency leaders seeking a strategic edge

Not ideal for:

- ✗ Very early-stage entrepreneurs still validating their business idea
- ✗ Those only looking for creative design or advertising skills



When Does Learning the EPIC Brand Map™ Make Strategic Sense?

For Founders & Business Leaders

- ▲ Preparing for fundraising or investor presentations where a clear, compelling brand story is critical
- ▲ Launching a new product, sub-brand, or category with a need to stand out in a competitive market
- ▲ Expanding into new markets and requiring sharper or localized brand positioning
- ▲ Hiring creative or marketing partners and needing to brief them with strategic clarity from the start

For Brand & Marketing Professionals

- ▲ Offering brand consulting services and wanting a proprietary, differentiating edge
- ▲ Leading rebranding initiatives during mergers, pivots, or rapid scale-up phases
- ▲ Facilitating brand sprints or positioning workshops internally or with clients
- ▲ Driving internal brand alignment across departments and functions

For Designers & Creative Leads

- ▲ Clarifying creative briefs with strategy-aligned direction to reduce guesswork
- ▲ Expanding service offering to include both brand strategy and execution
- ▲ Creating brand playbooks or guidelines that are aligned to a central Brand Map

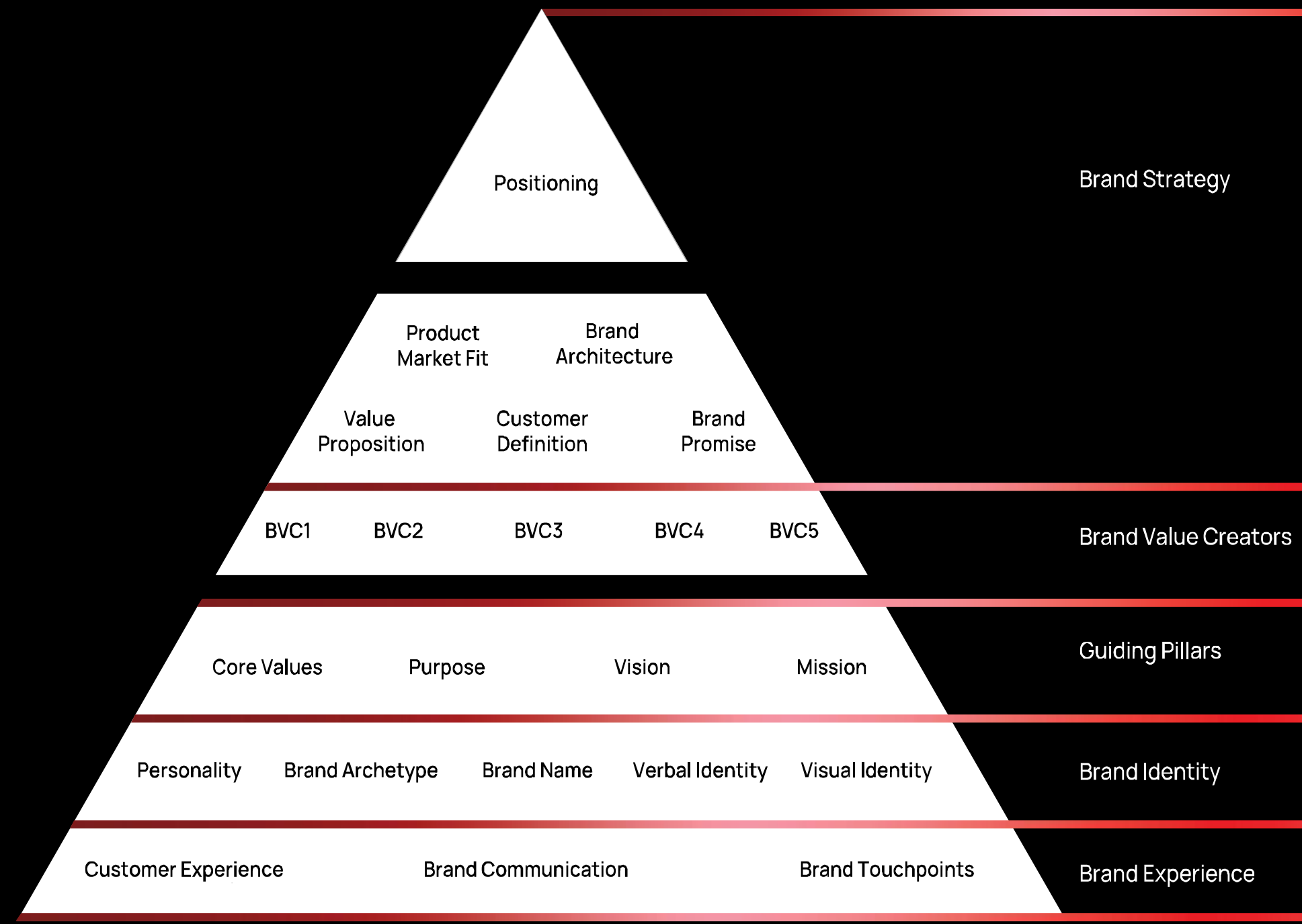


At the heart of this
program lies the
EPIC Brand Map™



EPIC BRAND MAP

Imagine the EPIC Brand Map™ as your brand's mountain map, where your goal is the brand's pinnacle, that is, establishing a powerful positioning in your customer's mind. You start by clearly defining your goal and move downwards to map the whole terrain. You then build the brand from the bottom layer upwards following the intelligently mapped terrain.



The EPIC Principles

Evocative

Does your brand inspire belief and emotional resonance?

Great brands don't just sell; they stand for something. An evocative brand sparks emotion, aligns with values, and creates a deeper connection with customers. It moves people to believe, belong, and buy into a bigger vision.

Precise

Are your brand choices sharp, focused, and intentional?

Precision in branding means no ambiguity, no distractions. Your Brand Strategy, Brand Value Creators, Guiding Pillars, Brand Identity and Brand Experiences, should be clear, consistent, and confidently narrow. Precision helps you cut through noise and build authority where it matters most.

Insight-driven

Is your brand rooted in customer needs and market truths?

Strong brands are built on real insights, not assumptions. They reflect a deep understanding of customer pain points, desires, and behavior, and they evolve with the market. Insight anchors strategy in relevance and growth potential.

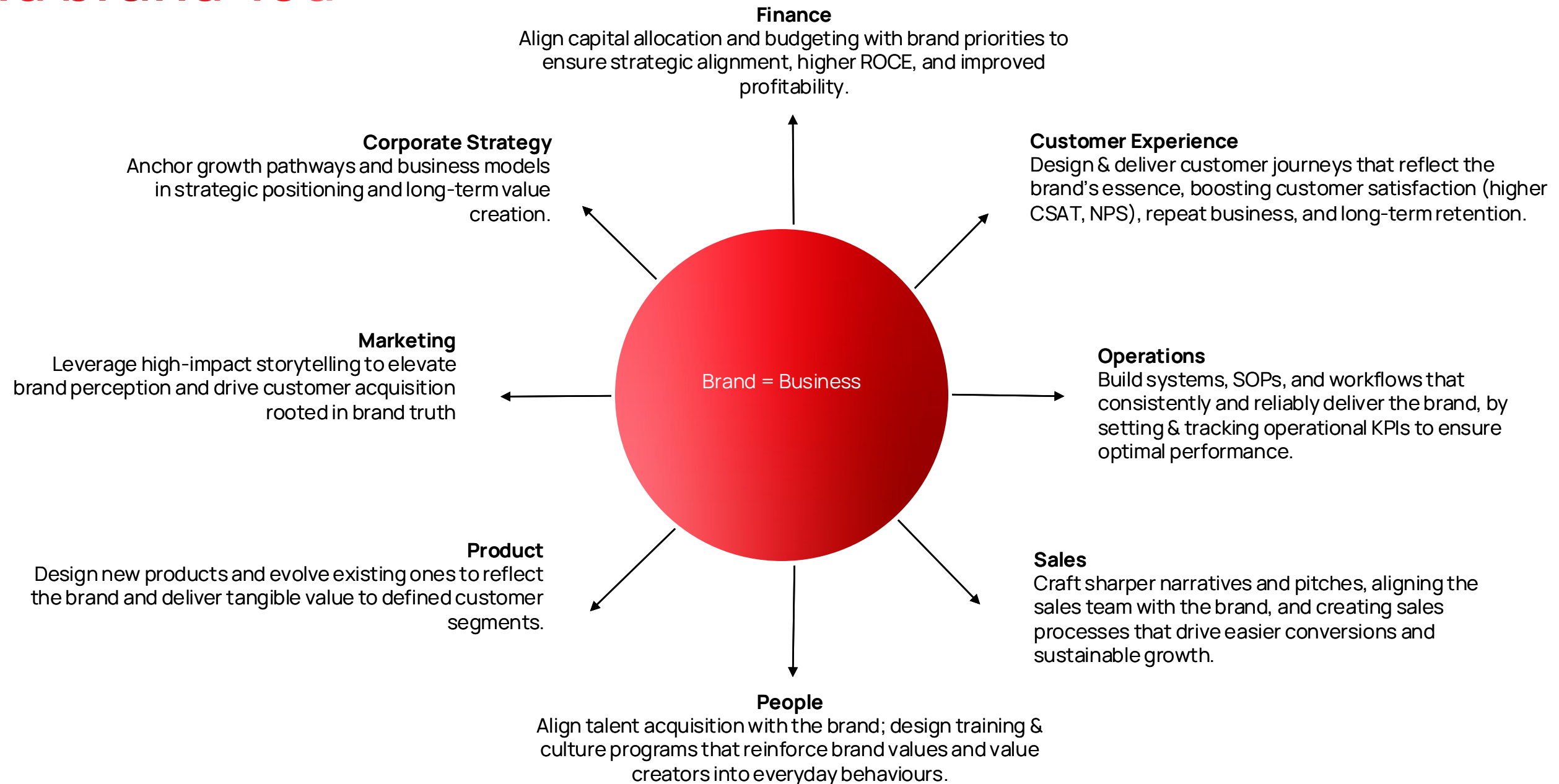
Clear

Is your brand easy to understand, communicate, and execute?

A clearly defined brand is built to scale. Clarity ensures alignment across teams, consistency across touchpoints, and confidence in execution. Simplicity is a superpower.



The EPIC Brand Map™ acts as a strategic compass, helping every business decision become more intentional, aligned, and brand-led



The learning journey is deeply experiential, with each participant applying insights directly to their own live case study.



Brand Clarity Canvas

A diagnostic or self-assessment tool, helping participants audit their current level of brand clarity before they begin shaping a new powerful draft.



Draft Zero of EBM

Structured worksheets, planners, and guided resources help you create Draft Zero of your EPIC Brand Map™; giving you a head start so you walk into the program with a solid foundation, sharper questions, and a deeper readiness to engage with the tools and frameworks.



The 3-Day Live Program

The three-day program is a dynamic blend of face-to-face live labs, feedback sessions, and in-depth discussions. Each day covers key brand elements of the EPIC Brand Map™ helping you build a uniquely and high-impact map draft one step at a time by the end of the program.



“Every session is
designed to move you
forward, from
questions to clarity.”



Program Structure

The program is divided into focused sessions across three days, where we'll go into the depth of each and every element of the EPIC Brand Map™

Day 1		Day 2		Day 3	
01	Overview: EPIC Brand Map™	04	Brand Value Creators Brand Promise	07	Brand Personality & Archetype
02	Product Market Fit Positioning	05	Brand Architecture	08	Brand Naming Verbal Identity
03	Customer Definition Value Proposition	06	Vision, Mission, Purpose, Core Values	09	Visual Identity Brand Experiences
				10	Brand Implementation & Brand Launch Plan





THE NEW DELHI EDITION

21-23 July 2025



Program Structure

Session-wise Details – Day 1 (21st July 2025)

Session

01

Overview: EPIC Brand Map™

Overview of the 19 interconnected elements relating to brand strategy, value creators, guiding pillars, brand identity, and experience.

Session

02

Product Market Fit & Positioning

Define your products and how they meet needs of the target market. Articulate a defensible, distinctive market position rooted in your brand's uniqueness.

Session

03

Customer Definition & Value Proposition

Clearly define your primary, secondary, and tertiary customers and the unique value and benefits your brand offers to them.



Program Flow

DAY	TIME	EVENT
DAY 1 21st July 2025	8:15 AM-8:55 AM	Welcome & Networking
	8:55 AM-10:55 AM	Session 1: Overview of the EPIC Brand Map™
	10:55 AM-11:25 AM	Coffee Break
	11:25 AM-1:25 PM	Session 2: Product Market Fit, Positioning
	1:25 PM-2:15 PM	Lunch Break
	2:15 PM-4:15 PM	Session 3: Customer Definition, Value Proposition
	4:15 PM-4:25 PM	Closing Remarks



Program Structure

Session-wise Details – Day 2 (22nd July 2025)

Session

04

Brand Value Creators & Brand Promise

Determine the power factors responsible for equity creation of your brand and define a bold, measurable, and consistently delivered brand promise.

Session

05

Brand Architecture

Structure your brand portfolio using various brand architecture models to best suit your brand consolidation or extension needs.

Session

06

Vision, Mission, Purpose, Core Values

Articulate your brand's reason for being (purpose), future aspiration (vision), actions to accomplish the vision (mission), and non-negotiables (core values).



Program Flow

DAY	TIME	EVENT
DAY 2 22nd July 2025	8:55 AM-10:55 AM	Session 4: Brand Value Creators, Brand Promise
	10:55 AM-11:25 AM	Coffee Break
	11:25 AM-1:25 PM	Session 5: Brand Architecture
	1:25 PM-1:55 PM	Lunch Break
	1:55 PM-4:25 PM	Session 6: Vision, Mission, Purpose & Core Values



Program Structure

Session-wise Details – Day 3 (23rd July 2025)

Session

07

Brand Personality & Archetype

Assign human traits to your brand and identify what qualities should your brand personify

Session

08

Brand Naming & Verbal Identity

Encapsulate your whole brand in a few letters and lay the foundation for consistent language and voice across all communication channels.

Session

09

Visual Identity & Brand Experiences

Lay out how your brand looks and feels like. Define how would you like your customers to perceive your brand through their experience with it.

Session

10

Brand Implementation & Brand Launch Plan

Learn how to bring your brand to life through consistent, strategic application of identity across all touchpoints, organized into Level 1, 2, and 3 brand assets. Outline steps to plan a brand launch.



Program Flow

DAY	TIME	EVENT
DAY 3 23rd July 2025	8:55 AM-10:25 AM	Session 7: Brand Personality & Archetype
	10:25 AM-10:55 AM	Coffee Break
	10:55 AM-12:55 PM	Session 8: Brand Naming & Verbal Identity
	12:55 PM-1:25 PM	Lunch Break
	1:25 PM-2:55 PM	Session 9: Visual Identity & Brand Experiences
	2:55 PM -3:15 PM	Coffee Break
	3:15 PM-4:45 PM	Session 10: Brand Implementation & Brand Launch Plan
	4:45 PM-5:25 PM	Certification Ceremony





THE MUMBAI EDITION

18-20 August 2025



Program Structure

Session-wise Details – Day 1 (18th Aug 2025)

Session

01

Overview: EPIC Brand Map™

Overview of the 19 interconnected elements relating to brand strategy, value creators, guiding pillars, brand identity, and experience.

Session

02

Product Market Fit & Positioning

Define your products and how they meet needs of the target market. Articulate a defensible, distinctive market position rooted in your brand's uniqueness.

Session

03

Customer Definition & Value Proposition

Clearly define your primary, secondary, and tertiary customers and the unique value and benefits your brand offers to them.



Program Flow

DAY	TIME	EVENT
DAY 1 18th Aug 2025	8:15 AM-8:55 AM	Welcome & Networking
	8:55 AM-10:55 AM	Session 1: Overview of the EPIC Brand Map™
	10:55 AM-11:25 AM	Coffee Break
	11:25 AM-1:25 PM	Session 2: Product Market Fit, Positioning
	1:25 PM-2:15 PM	Lunch Break
	2:15 PM-4:15 PM	Session 3: Customer Definition, Value Proposition
	4:15 PM-4:25 PM	Closing Remarks

Note: The timings mentioned are according to Indian Standard Time (IST)



Program Structure

Session-wise Details – Day 2 (19th Aug 2025)

Session

04

Brand Value Creators & Brand Promise

Determine the power factors responsible for equity creation of your brand and define a bold, measurable, and consistently delivered brand promise.

Session

05

Brand Architecture

Structure your brand portfolio using various brand architecture models to best suit your brand consolidation or extension needs.

Session

06

Vision, Mission, Purpose, Core Values

Articulate your brand's reason for being (purpose), future aspiration (vision), actions to accomplish the vision (mission), and non-negotiables (core values).



Program Flow

DAY	TIME	EVENT
DAY 2 19th Aug 2025	8:55 AM-10:55 AM	Session 4: Brand Value Creators, Brand Promise
	10:55 AM-11:25 AM	Coffee Break
	11:25 AM-1:25 PM	Session 5: Brand Architecture
	1:25 PM-1:55 PM	Lunch Break
	1:55 PM-4:25 PM	Session 6: Vision, Mission, Purpose & Core Values



Program Structure

Session-wise Details – Day 3 (20th Aug 2025)

Session

07

Brand Personality & Archetype

Assign human traits to your brand and identify what qualities should your brand personify

Session

08

Brand Naming & Verbal Identity

Encapsulate your whole brand in a few letters and lay the foundation for consistent language and voice across all communication channels.

Session

09

Visual Identity & Brand Experiences

Lay out how your brand looks and feels like. Define how would you like your customers to perceive your brand through their experience with it.

Session

10

Brand Implementation & Brand Launch Plan

Learn how to bring your brand to life through consistent, strategic application of identity across all touchpoints, organized into Level 1, 2, and 3 brand assets. Outline steps to plan a brand launch.



Program Flow

DAY	TIME	EVENT
DAY 3 20th Aug 2025	8:55 AM-10:25 AM	Session 7: Brand Personality & Archetype
	10:25 AM-10:55 AM	Coffee Break
	10:55 AM-12:55 PM	Session 8: Brand Naming & Verbal Identity
	12:55 PM-1:25 PM	Lunch Break
	1:25 PM-2:55 PM	Session 9: Visual Identity & Brand Experiences
	2:55 PM -3:15 PM	Coffee Break
	3:15 PM-4:45 PM	Session 10: Brand Implementation & Brand Launch Plan
	4:45 PM-5:25 PM	Certification Ceremony





THE DUBAI EDITION

19-21 September 2025



Program Structure

Session-wise Details – Day 1 (19th Sep 2025)

Session

01

Overview: EPIC Brand Map™

Overview of the 19 interconnected elements relating to brand strategy, value creators, guiding pillars, brand identity, and experience.

Session

02

Product Market Fit & Positioning

Define your products and how they meet needs of the target market. Articulate a defensible, distinctive market position rooted in your brand's uniqueness.

Session

03

Customer Definition & Value Proposition

Clearly define your primary, secondary, and tertiary customers and the unique value and benefits your brand offers to them.



Program Flow

DAY	TIME	EVENT
DAY 1 19th Sep 2025	8:15 AM-8:55 AM	Welcome & Networking
	8:55 AM-10:55 AM	Session 1: Overview of the EPIC Brand Map™
	10:55 AM-11:25 AM	Coffee Break
	11:25 AM-1:25 PM	Session 2: Product Market Fit, Positioning
	1:25 PM-2:15 PM	Lunch Break
	2:15 PM-4:15 PM	Session 3: Customer Definition, Value Proposition
	4:15 PM-4:25 PM	Closing Remarks

Note: The timings mentioned are according to Gulf Standard Time (GST)



Program Structure

Session-wise Details – Day 2 (20th Sep 2025)

Session

04

Brand Value Creators & Brand Promise

Determine the power factors responsible for equity creation of your brand and define a bold, measurable, and consistently delivered brand promise.

Session

05

Brand Architecture

Structure your brand portfolio using various brand architecture models to best suit your brand consolidation or extension needs.

Session

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Vision, Mission, Purpose, Core Values

Articulate your brand's reason for being (purpose), future aspiration (vision), actions to accomplish the vision (mission), and non-negotiables (core values).



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DAY 2 20th Sept 2025	8:55 AM-10:55 AM	Session 4: Brand Value Creators, Brand Promise
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Program Structure

Session-wise Details – Day 3 (21st Sep 2025)

Session

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Brand Personality & Archetype

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Note: The timings mentioned are according to Gulf Standard Time (GST)



“Every insight is
backed by experience.
Every session turns
strategy into action.”





Program Pedagogy

Experience real-time, hands-on brand development through immersive in-person workshops & sessions, blend learning with live application, instant feedback, and deep collaboration to build and refine your brand map on the spot.



Working Labs & Hands-On Learning

Fill-in worksheets real time and get hands-on, experiential learning through live application of concepts that make your brand map.



Face-to-Face Learning

In-person sessions designed for deep engagement, connection, and collaborative learning.



Real-Time Iterations

Identify and rectify deviations in thinking, planning, or drafting during the session itself.



Instant Feedback

Receive immediate, actionable insights from the expert facilitator to refine strategies on the spot.

Program Outcomes

Set Your Basecamp, Chart Your Climb, and Plan the Ascent

Our comprehensive program delivers 3 powerful outcomes to map your brand:

1

Start with Clarity Canvas and Draft Zero of EBM

Grounded in self-assessment and reflection through pre-work

→ Understand where your brand stands today and its role in driving growth in your business

2

Leave with a High-Impact Signature Brand Blueprint

Built through expert-led sessions, real-time application, and feedback

→ Draft your brand's strategy elements, value creators, guiding pillars along with a clear direction for your identity and brand experiences

3

Make your EBM Implementation Ready

With clear action steps to manifest and implement the new brand internally and externally

→ Develop a roll out and launch plan to implement your brand map with alignment and clarity across the board



Elevate Your Profile as a Certified Brand Practitioner

Boost Credibility, Authority, and Expertise



CPD UK Accredited Certificate

Receive an internationally recognized CPD UK Accreditation upon completing the course, validating your learning and signaling your commitment to continuous professional development. This certificate not only enhances your credibility as a brand leader but also adds weight to your portfolio when working across global markets or with international clients.



EPIC Brand Map™ Foundation Certification (EBM-F)

Earn your Foundation Certification in the EPIC Brand Map™. This certification demonstrates your ability to apply structured brand thinking to real-world business challenges, setting you apart as a strategic brand builder. You will submit your map created during the program for evaluation and receive certification if it meets the criteria.



Invitation to Join the Exclusive Club of Certified Brand Map Experts

Gain access to an elite peer community of Certified Brand Map Experts - strategists, consultants, brand & marketing professionals and creative professionals across industries - where ideas, feedback, and opportunities are exchanged freely. This network acts as your sounding board and support system as you apply your learning and scale new brand-building heights.



What Founders & Brand Practitioners Say About the EPIC Brand Map™



Founders who Built Epic Brands



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The EPIC Brand Map helped us see our brand with fresh eyes. It wasn't about flashy overhauls, it was about refining what mattered. The subtle but strategic evolution of our identity, combined with a comprehensive packaging experience framework, brought new coherence and confidence to Re'equil. The process was precise, insight-led, and deeply energizing for our team.

Vipul Gupta

Founder & Director, Re'equil India

Author, The Overnight Glow



“

From shaping CHUK's identity as India's first compostable tableware brand to leading the rebranding of our listed entity from Yash Papers to Pakka, the Brand Maps created by Saurabh have been at the core of our transformation. Every element, from strategy to execution was handled with evocative storytelling, insight-led thinking, and sharp clarity. As we now scale globally as a regenerative packaging leader, this foundation continues to guide our journey.



Ved Krishna

Group CEO, Pakka Inc
Vice Chairman, Pakka Limited



McArthur Krishna

Director & Global Brand Head,
Pakka Limited



“

Building a global luxury lifestyle brand from India demands more than great products. It demands strategic brand thinking. The Building Epic Brands workshop was a mind-opener. It made me see the long-term value of brand assets and the role of the EPIC Brand Map in creating evocative, insight-driven narratives that scale beyond borders. It's been a foundational influence on our journey.

Gaurav Aggarwal

Co-founder & Managing Director, Stonex India



“



I first got hooked to the EPIC Brand Map during the Building Epic Brands training nearly four years ago and it's been our go-to framework ever since. Across more than 10 brand launches and rebrands in food FMCG, e-commerce, retail, and HoReCa segments including our corporate brand Pansari Group, we've relied on the EBM to bring clarity, depth, and structure. It's made our execution sharper and our brands significantly stronger.

Shammi Agarwal

Managing Director, Pansari Group of Industries



“

Saurabh created our EPIC Brand Map when Gyandhara was just a startup in the agri-inputs space. Three years later, that same brand map continues to guide us daily as we scale to become one of India's top five cattle feed brands by volume and value. It sharpened our positioning as the better-quality choice in the market, and has been a key driver of our 5x growth. It's more than a document, it's our brand compass.

Ritu Agarwal

Managing Director, Gyandhara Industries





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When I was leading growth for our family business, Microlit, in high-precision liquid handling instruments, Saurabh gave us the confidence to think bigger - to build a global brand from India rather than remain a white-label player. He shaped our EPIC Brand Map and worked closely with his team to craft a truly world-class brand system. Seven years later, that foundation still holds strong - today, over 50% of our total sales come from global branded business. It was a pivotal shift, and it all began with the brand.

Aviral Jain

Director & Global Marketing Head, Microlit



“

I worked with Saurabh and his team nearly a decade ago, and what stood out even then was their deeply insight-driven approach. From defining the brand architecture for DRB Foods to rebranding Nutty Gritties and creating a flanker brand, every move was rooted in strategic clarity. Since then, Nutty Gritties has scaled 10x across products, geographies, and segments and the EPIC Brand Map we created back then still holds strong. That's the power of getting it right from the start.

Dinika Bhatia

Founder & CEO, DRB Foods & Nutty Gritties



“



We first worked with Saurabh and his team 7–8 years ago to shape a category-defining brand in the premium preschool space. Early Learning Village emerged as an epic brand, built on a sharply articulated EPIC Brand Map co-created with my co-founders. As we grew, we brought Saurabh back on board to develop brand extensions, restructure our architecture, and craft fresh Brand Maps for our new sub-brands. Their strategic clarity and consistency across stages have been invaluable.

Priya Dhawan

Co-founder & Head of School, Early Learning Village



Brand Practitioners who Mastered the Map



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Defining SOCIAL's brand essence amid rapid growth was a challenging but necessary step. As we expanded across outlets, teams, and revenue, it became critical to articulate what makes SOCIAL truly distinctive. Saurabh and his team worked closely with our core leadership to shape a sharp, strategic positioning that now sits at the heart of our EPIC Brand Map. It captured what makes SOCIAL truly distinctive and now serves as a clear, consistent compass that continues to guide our growth.

Divya Aggarwal

Chief Growth Officer at Impresario
Entertainment & Hospitality Pvt Ltd



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As part of the corporate brand team at HCL Group, shaping the brand essence, architecture, and identity system of a global, iconic organization is no easy task—especially with diverse initiatives under one umbrella. We engaged Saurabh and his team to define a cohesive brand architecture anchored in our core belief: Human Potential Multiplied. Through a series of patient, insight-rich live labs, they helped us craft EPIC Brand Maps (earlier known as BOD Brand Framework) for our group brands and built a unified, sustainable system that strengthens the HCL corporate brand for the long run.

Rajat Chandolia

AVP and Head, Marketing and Branding, HCL Group



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I had the privilege of working closely with Saurabh while he was shaping the EPIC Brand Map into a powerful, holistic framework for brand direction. Later, I attended the Building Epic Brands program and was truly blown away by the clarity and impact a well-crafted brand map can create. Under his guidance, I learned to map brands myself - a skill that I constantly find myself applying in my work as a management consultant. I was also fortunate to contribute as an editor to parts of the book he later published. It's been a rare learning journey, and a truly inspiring one.



Sada Sud

Management Consultant, Accenture Strategy & Consulting



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I've had the privilege of working closely with Saurabh for nearly a decade, shaping future-ready brands and winning global recognition along the way. As Head of Content, I've played a key role in crafting verbal identity systems - an essential layer of the EPIC Brand Map that defines both the spoken and written voice of a brand. It's the kind of work I deeply care about. What makes the EBM truly exceptional is how seamlessly it fuses business strategy with creative expression; it's the only framework I've seen that does both with clarity and coherence.

Divya Rathore

Associate Director & Head of Content, BOD Consulting



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As a design lead at BOD, every brand I worked on had the EPIC Brand Map at its core. I may have been building complex visual identity systems, but without that strategic foundation, it would've been a headless exercise - we've all seen identities that look good but lack depth. The EBM gave our work purpose and cohesion. Today, in my role at Jio where I work as an art director, I continue to apply those principles, where structured design thinking is not just valued, but expected across every platform.

Kabir Tambe

Art Director, Jio



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Being personally trained and mentored by Saurabh on the EPIC Brand Map while working on multiple client projects was a game-changing experience. Over time, I developed the ability to craft these sophisticated maps independently and that has fundamentally shaped how I view brands. In my current role as a management consultant and even personally, this skill helps me instantly spot brand challenges and unlock strategic opportunities with clarity and confidence.

Rukhsar Khan

Management Consultant, Accenture Strategy



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I first worked with Saurabh as a client, running a cloud bakery startup. I later joined him in a leadership role at BOD Consulting before moving to Canada, where I've worked across the development and financial services sectors. Through it all, Saurabh has been a constant companion and everything I've learned about how epic brands are built, I owe to him. His framework, the EPIC Brand Map, is truly transformational when you're shaping or realigning a brand. Nothing else comes close.

Sachin Kapoor

Regional BD Manager, CIBC Toronto



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Before and during my MBA, I explored internships in PR and marketing, but something always felt incomplete. That changed when I joined the Building Epic Brands training 4-5 years ago. The experience was truly transformational, not just for my career, but my entire approach to brand thinking. I've applied those learnings in my personal life and across roles in product marketing at a leading bank and now as a media strategist at one of the largest media planning companies. It gave me the clarity and confidence I was looking for.

Tarunika Sharma

Manager Media Planning, Mindshare



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I first experienced Saurabh and his team conducting live labs for various HCL Group initiatives and was deeply impressed by their clarity and depth. That led me to bring them into the Shiv Nadar Foundation, where they helped shape the EPIC Brand Map for our literacy education initiative - one of our oldest and most respected programs, touching the lives of hundreds of thousands of children and adults across India. Their approach was insight-driven, collaborative, and deeply aligned with our mission.



Anshul Adhikari

DGM Marketing, Shiv Nadar Foundation



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I've spent most of my career in branding and marketing. I joined BOD nearly 9 years ago after leading The Design Village, and it was here that I learned the EPIC Brand Map directly from its creator, applying it hands-on with incredible clients across industries. I later joined one of those clients as their marketing lead, continuing to work closely with Saurabh to shape their brand maps and rollout journeys. In my leadership roles at VC-backed startups, the EBM toolkit stayed with me. And now, as an entrepreneur and personal brand, those learnings remain part of my everyday practice. It's a framework that grows with you.

Swati Aggarwal

Founder & CEO, resonaX.ai



Ready to Learn How to Build Your EPIC Brand Map?

Take the next step in your brand-led growth journey with expert guidance that deliver lasting results.

1 Schedule a Consultation

Book a one-on-one session with one of our experts to assess if this program is for you.

2 Request Program Details

Get comprehensive information about our program, methodologies, and success stories.

3 Join Our Masterclass Near You

Join an immersive workshop-style masterclass where you'll explore the full breadth and depth of brand & branding.

For enquiry, please contact:

komal@epicbrandinstitute.org or
contact.buildingepicbrands@gmail.com



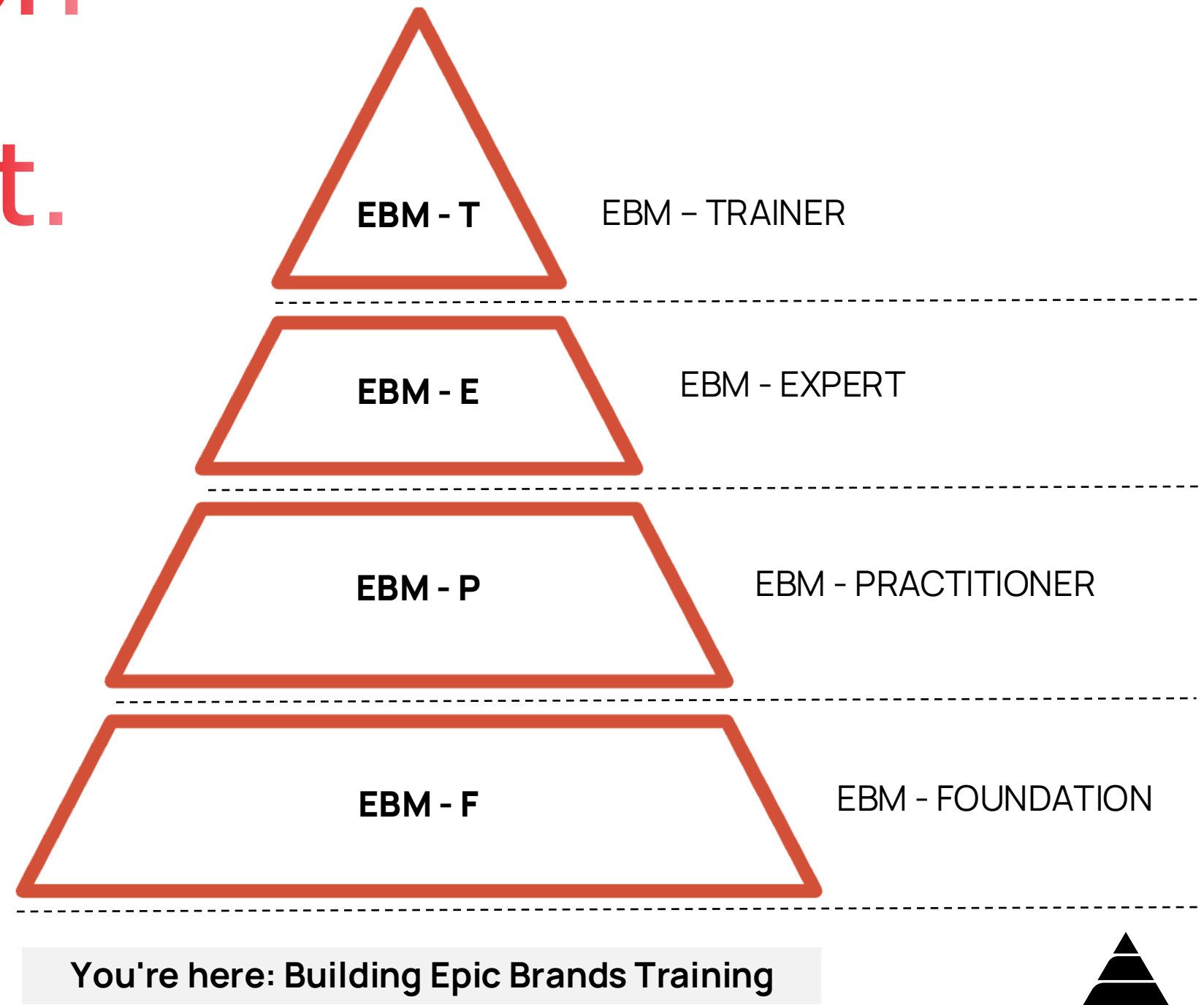
The Certification Journey

Building the Foundation to Create, Grow, and Lead Epic Brands



From Foundation to Mastery: Map it. Master it. Lead with it.

Your journey with the **EPIC Brand Map™** begins here. Like a seasoned climber at basecamp, you're now ready to ascend, gaining sharper insight and deeper expertise at every level. Each EBM certification step takes you higher: from understanding the fundamentals to becoming a certified trainer and thought leader in shaping global brands.



The EBM Certification Pathway

To become a certified EPIC Brand Map™ professional, you must follow a structured certification path, starting with the Foundation level. Each level unlocks the next:

EBM-F: Foundation Certification

You become eligible for this certification after attending the Building EPIC Brands™ program. This certification validates your foundational understanding of the EPIC Brand Map™ and its application in building brands.

EBM-P: Practitioner Certification

You become eligible for this certification after EBM-F. This certification recognizes your ability to apply the EPIC Brand Map™ in real-world brand development and client-facing projects.

EBM-E: Expert Certification

You become eligible for this certification after EBM-P. This certification demonstrates your expertise in designing brand systems across complex organizations or multi-brand portfolios. Expert-certified individuals may also guide, mentor EBM candidates, review submitted brand maps by EBM-F & EBM-P candidates and recommend their submissions to the EBM certification committee.

EBM-T: Certified Trainer

You become eligible for this certification after EBM-E. This certification establishes your authority to teach, mentor EBM candidates, and facilitate clients and host workshops using the EPIC Brand Map™ methodology. Trainer-certified individuals are empowered to review and evaluate brand maps across EBM-F, EBM-P, and EBM-E levels, conduct EPIC Brand Map™ methodology workshops and nominate / recommend candidates for all early-level certifications to the EBM Certification Committee



Your Step-by-Step Ascent to Mastery

EBM-Foundation

Level 1: EBM-F
(Foundation Certification)

Fee: USD 180

- Submit a refined EPIC Brand Map created during the 3-day training (based on live case)
- Evaluation and recommendation by 1 reviewer using EPIC scoring rubric
- Final approval by the EBM Certification Committee

**Fees applicable if certification is applied for separately.
Combo pricing available with training.*



Your Step-by-Step Ascent to Mastery

EBM-Practitioner

Level 2: EBM-P (Practitioner Certification)

Fee: USD 450

- Submit an EPIC Brand Map™ applied in a live brand development scenario. This could be your own brand or a client project.
- Annotate rationale for key elements (Positioning, Promise, Persona, etc.)
- Submit a short video walkthrough (5–7 min) explaining your case outlining the brand context, your process, key decisions, and how the EPIC Brand Map™ shaped outcomes.
- Evaluation and recommendation by 2 certified reviewers
- Final approval by the EBM Certification Committee

**Fees applicable if certification is applied for separately. Combo pricing available with training.*



Your Step-by-Step Ascent to Mastery

EBM-Expert

Level 3: EBM-E (Expert Certification)

Fee: USD 950

- Design and submit a comprehensive EPIC Brand Map™ used within a complex organizational structure, e.g., multi-brand portfolio, brand transformation, or enterprise-level system
- Provide supporting documentation outlining the broader brand architecture, challenges solved, frameworks applied, and how EPIC principles enabled strategic clarity and brand alignment.
- Submit a written critique of another EBM map (assigned by the Epic Brand Institute)
- Submit a video or conduct a live 60–90 minute session on EPIC Brand Map™ with a real team/client
- Final 1:1 panel interview with certified experts and approval by the EBM Certification Committee

**Fees applicable if certification is applied for separately. Combo pricing available with training.*



Your Step-by-Step Ascent to Mastery

EBM-Trainer

Level 4: EBM-T
(Certified Trainer)

Fee: USD 1850

- Submit a portfolio showcasing facilitation experience, including: Coaching or mentoring of EBM candidates, brand map evaluations or reviews conducted
- Conduct a simulated EPIC Brand Map™ workshop or session with peers or reviewers, demonstrating teaching clarity, engagement, and fidelity to the methodology.
- Undergo a multi-reviewer assessment to evaluate training effectiveness, ability to certify others, and uphold EPIC standards across levels (F, P, E).
- EBM-Certified Trainer granted after the approval of EBM Certification Committee.

**Fees applicable if certification is applied for separately. Combo pricing available with training.*



Fast Track Certification Timeline*

- Complete Core Training: Day 0–3
- Submit for EBM–F: Within 7 days post training
- Submit for EBM–P: Within 30–60 days post training
- Submit for EBM–E: Within 4–6 months post training
- Apply for EBM–T: After achieving EBM–E and 1-year active practice

*Please note that the practitioner must demonstrate increasing level of proficiency within the defined timeline in order to be eligible for Fast-Track Certification Timeline

For enquiry, please contact:

komal@epicbrandinstitute.org or
contact.buildingepicbrands@gmail.com



End of Presentation

